

Your bio is your elevator speech

The biography section of your profile is the online equivalent of your “elevator speech,” the introduction you are prepared to give to someone you meet on a 30-second elevator ride.

Your bio tells readers who you are and what you do. In addition, your bio should tell readers something about *you* as an individual. This information – a special professional or personal interest, a unique skill or experience, something from your background – differentiates you and provides a starting point for online conversations.

If you haven’t had an opportunity to create your WSAE community profile, please go online and complete your profile. And make sure your bio tells WSAE members something about *you!*